

## MINUTES

SMEF Board of Directors Meeting  
Wednesday, September 23, 2015

Attendees: Amy Peters (AP), Beth Kelly (BK), Ray Farnsworth (RF), Tom McGlade (TM), Mark Dollard (MD). By Phone: Kathleen Erie (KE)

Public Input – No public present.

Approve Minutes – AP made motion to approve August Minutes as presented. TM seconded, pass unanimously.

Staff Reports –

RF stated that he very much liked the detail of Cory's report.

AP agreed and said we need to support Cory on his automation goals, we are a dinosaur in many aspects where we need to start catching up.

AP - Cara and Caitlyn are going to RMCOR in Cortez.

AP – mentioned that in Ben's report he strongly encouraged us to include \$8,400 in the 2016 budget so the engineer could visit the station 6X. Some mention of fuel for the coonskin generator.

Update: Halloween and Ski Swap

Ski Swap - AP TelSki once again partnering with us on the ski swap rail jam. Geoff will be selling raffle tickets at the event.

Halloween – BK said DJ Harry is volunteering for the event (AP gave him a free KOTO chair after the meeting). Band is getting paid \$4,000 plus lodging and a \$250 food stipend. Costume contest is \$500 for 1<sup>st</sup> place, \$300 for 2<sup>nd</sup> place and \$200 for 3<sup>rd</sup> place. Deb Gesmundo is the Event Coordinator. MD got three rooms at MountainSide Inn for the band. Tickets will be \$35 and we hope to sell over 250. Staff are all getting tickets for them and a date. After discussion the ticket price was raised to \$40.

Geoff Hanson – Fundraising Re-Cap

Showed off the new Silver Tongue chairs that were made in partnership with Eric Dalton and Jagged Edge who are selling them and are essentially donating any profits that might have been made to KOTO. Total raised during on-air fundraising was \$53,000. TelSki donated a ski pass which Geoff will raffle off at Ski Swap. TM asked if it was ok that this amount be counted to our total raised and it was agreed that it would.

Geoff stated that 50% of the DJs do not participate in fundraising, and that if they did, it would solve a few financial issues we have on the revenue side of the ledger.

Raffle tickets – Ben needs to send email, tickets are ready to sell, if you already got one it will be refunded, we have 750 to sell and can print more if needed.

Golf – charitybuzz.com, go there for auction to win chance to play with Geoff's dad at his Connecticut golf club for you and two friends. Expanded into discussion on how "experiences" are the future of fundraising. We need to examine our current networks of members and donors to formulate ideas and uncover new opportunities to raise money

through donated “experiences”. TM – opening these raffles to the masses limits the type and number of people who would be willing to donate an experience. Fiji raffle idea is on the shelf for now, using TelSki pass raffle as test run.

Lots of kudos from Board members on a jog well done by Geoff in recent on-air efforts. Geoff singled out Robbie O’Dell and crew at Oak for stepping up big time at Sautee.

#### Election & Bylaws: Next Steps

Change to ballot to 5 open seats. Bylaw changes, if ready, could go in ballot envelope as well. AP will first send out current bylaws the most recent copy of suggested changes.

TM will work on prioritizing suggested changes and circulate to Board.

Confirmed that 5<sup>th</sup> highest vote getter at upcoming election will get a 1-yea term.

#### Update: Grants

AP – Telluride Foundation grant award last year was \$25,000. Asking for \$30,000 this year and will need a 2016 preliminary budget at time of submission that the Finance Committee will provide. Asking for an additional \$10,000 from Town. Asking for about \$10,000 from both Anschutz and el Pomar. Robin Payne offered to assist with submissions for a flat fee of \$750. AP will write the narrative and Robin will support and work on budget and summary. All agreed with this plan.

#### Update: CAB Meeting

MD Circulated minutes of CAB meeting to Board prior to meeting. No big changes planned. Car Talk survives to fight another day.

#### Financials

Tanya presented. Where to put the check from the Ride Fest without screwing up sales tax owed (which has already been paid)? Tanya created new income line in QB to park it. KE stated that it needs to be classified as booze sales. KE will work with Tanya to reflect this revenue appropriately in our records.

MD will check with Clifford Hansen on any refund checks that might still be owed.

TM – fundraising bad debt rate of 10% should be part of 2016 budget formulation.

Tanya confirmed that cost for chairs will be reflected under COGS for the on-air fundraising event.

Tanya expressed that she feels leaderless and that without and ED to get direction from she feels overwhelmed and uncomfortable having to make decisions on things that should not be hers to call. News team agrees with her position and feelings. Tanya needs Deb’s contract to document payments made to Deb.

#### Executive Session

AP made motion to go into Executive Session, MD second’ed. Started at 7:00 PM.

Meeting adjourned at 7:55 PM.